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## FUNDRAISING IN A WEAK ECONOMY!

As we enter this new year, the state of the economy is a constant theme in the news, in conversations at coffee shops and around the water cooler. I suspect it may also be the subject of some in-depth discussions in your own schools and organizations, as well.

There is no doubt that the downturn in the world economy is something we can't ignore as we move forward in our business, professional and personal lives.

Despite the weakening economy, schools and organizations still need to raise funds and parents still need to find ways to support their children. At this time of year we know that fundraising is particularly important, as teachers and students are planning year-end school trips -- an important milestone in the academic year, and something we feel every student should have the opportunity to participate in, regardless of their personal economic situation!

Recognizing this fact, Fundtastic Fundraising is pleased to offer healthy snacking options and responsible fundraising programs that are profitable and effective.

In this issue, we offer some practical tips and suggestions for making your next fundraising campaign the best it can be, especially in these uncertain economic times.

We look forward to working with you in 2009 and helping your school or organization find responsible fundraising solutions to help support your initiatives!

On behalf of Fundtastic Fundraising,

June Nicholson  
President & CEO



## THE IMPORTANCE OF SCHOOL FUNDRAISING!

As parents, educators and responsible community members, we are all committed to ensuring that our schools have adequate financial support to educate our youngsters and to enhance their learning experiences.

Clearly when the purse strings get tightened that impacts all of us, and school fundraising campaigns are no different.

According to the 2008 Report Card on Ontario Public Schools (prepared by People for Education), Ontario school boards reported a total of \$596,000,000 in money raised through fundraising and other school-generated activities. These funds help support a variety of school activities that are not always covered by shrinking budgets, but which enrich and enhance the students' educational experience.

According to the same 2008 Report Card, parents at Ontario schools raise between \$0 and \$500,000 per school each year to support such activities as school field trips, arts enrichment programs, computer support, sports programs and playground equipment.



## FUNDRAISING FOR YEAR-END SCHOOL TRIPS!

One of the highlights of the school year for many students is the year-end school trip! Unfortunately for many families the cost of these trips can be prohibitive, especially in a slumping economy. Students deserve to take part in these school trips which are often the milestone in their academic year!

Product fundraising is an effective way to help defray the cost of these year-end school trips and help level the playing field for all students! Implementing a profitable and effective fundraising program can assist in allowing all students to take part in these educational trips, while maintaining their self-esteem, and allowing them to feel pride and ownership by participating in a successful school initiative!





## **PRODUCT SALES - STILL THE MOST PROFITABLE FUNDRAISING INITIATIVE!**

According to a recent survey by the Association of Fundraising Distributors and Suppliers (AFRDS), product fundraisers are still the most profitable fundraising initiative and are one of the least labour-intensive ways to raise money.

Research indicates that 8 out of 10 parents purchase fundraising products to support their children's activities. According to a survey by the AFRDS to school parent groups, product sales (ie chocolate, popcorn) consistently yield the best results compared to other types of fundraising programs, and utilize the least number of volunteers to run the program.

Because of the slumping economy and the decline in discretionary spending, it is more important than ever to ensure that your fundraising efforts get the most bang for the buck!



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## **CREATE YOUR OWN ECONOMIC STIMULUS PLAN!**

When budgets are tight, product sales offer the opportunity to treat yourself and support your students at the same time!

Everyone deserves a treat once in a while, whether it's a chocolate bar or a bag of delicious popcorn!

So treat yourself and support your students by directing your 'treat money' to your fundraising effort.

It's like creating your own economic stimulus package for your school or group!





## TIPS FOR RUNNING AN EFFECTIVE FUNDRAISING CAMPAIGN!

\* **Don't over-do it!** According to the AFRDS survey, parent-teacher groups that conduct fewer overall fundraising campaigns have the most success, with those who limited the number of school-wide fundraisers having the most success. According to professional fundraisers, one or two well-executed fundraisers can raise more than triple the amount of money than many sporadic and ineffective campaigns. Especially in a slow economic climate, supporters tend to be more tentative about spending money. If they know the number and scope of the fundraisers you have planned during the course of the year, they can budget their spending accordingly.

\* **Direct your volunteer efforts to programs that have a good track record!** Fundraisers can be a lot of work. Respect your volunteers' time and consider fundraising campaigns that have a good return on investment (product sales), and that are not overly labour intensive.

\* **Timing is everything!** Choose the time of year that works best for your organization. Consider when you have volunteers available, when you need to have the funds raised by, and what other fundraising events might be taking place in your community during the year. According to the AFRDS survey, 7 out of 10 parent-teacher groups said their most profitable fundraising programs began in September, October, February, March and April.

\* **Utilize the expertise of your fundraising representative!** Fundraising professionals are experts in their fields, and have been involved in many campaigns. Tap into their expertise. They have lots of tips and suggestions for running a profitable, effective and well-organized campaign. They know what works, what doesn't work, and can help you find the best time to run your campaign.





Despite the weakening economy, schools and organizations still need to raise funds and parents still need to find ways to support their children's activities. Fundtastic Fundraising is committed to assisting you in developing a profitable and effective fundraising program to support your fundraising objectives!



For further information about healthy snacking and fundraising options that are peanut and nut free, please visit our website at [www.fundtastic.ca](http://www.fundtastic.ca) or contact us directly by email or toll-free at 1-888-627-7386 and become part of a responsible fundraising program that you can be proud of!